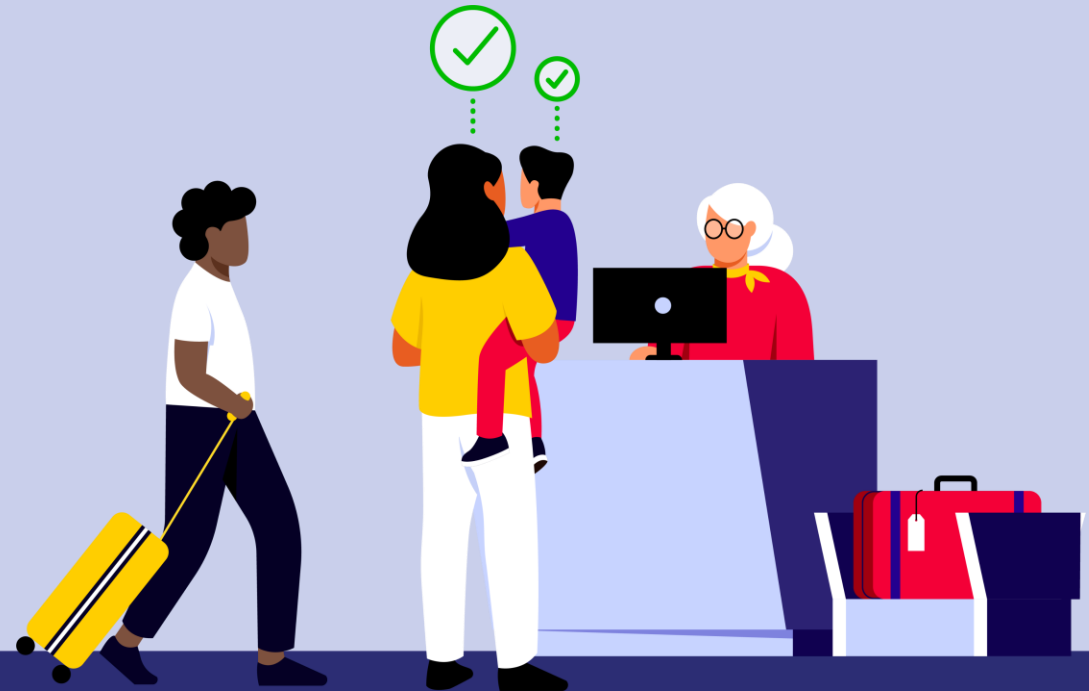# Electronic Travel Authorisation (ETA) Northern Ireland partner pack

27 January 2025

Introduction

Dear partner,

We are making improvements to deliver a more streamlined, digital immigration system which will be quicker and more secure for the millions of people who pass through the UK border each year.

Electronic Travel Authorisations (ETAs) are being introduced worldwide for visitors to the UK who do not currently need a visa for short stays, or who do not already have a UK immigration status prior to travelling. Visitors can find out when they need an ETA to travel and can apply on GOV.UK
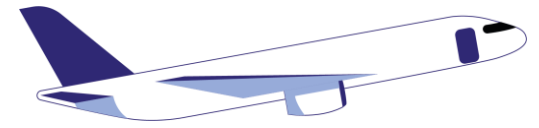
To prepare your customers and stakeholders for how this changes travel from Ireland into Northern Ireland and the rest of the UK, we have developed this suite of communications materials to help you share and embed ETA messages across your channels. This pack includes:

- Key messages
- Factsheet with FAQs
- Social media assets and supporting post copy
- Guidance videos
- Display assets
- ETA GOV.UK webpage

Please use & share

Key messages

- Each year the UK welcomes millions of visitors from around the world. From holidays to short term study or business trips, the UK is a dynamic, diverse, and exciting destination.

- The UK is making improvements to deliver a more streamlined, digital immigration system which will be quicker and more secure for the millions of people who pass through the UK border each year, including into Northern Ireland.

- Electronic Travel Authorisations (ETAs) are being introduced worldwide for visitors to the UK who do not currently need a visa for short stays, or who do not already have a UK immigration status.

- British and Irish citizens do not need an ETA.

- An ETA is a digital permission to travel. Individuals arriving in the UK, including Northern Ireland, need to enter in line with the UK's immigration framework, including obtaining an ETA if required.

- Applying for an ETA is quick and simple. Most applicants get an automatic decision in minutes when applying through the UK ETA app, which means spontaneous trips to the UK are still possible.

- Eligible non-European visitors need an ETA to travel to the UK, including into Northern Ireland. From 2 April 2025, eligible European visitors will also need an ETA.

- An ETA costs £10 and permits multiple journeys to the UK for stays of up to six months at a time over two years or until the holder's passport expires – whichever is sooner. For more information and regular updates on ETAs, please visit GOV.UK

UK Government

Northern Ireland key message

Intended for customer facing channels targeting people planning to travel to the UK, including Northern Ireland, from Ireland:

Electronic Travel Authorisations (ETAs) are being introduced worldwide for visitors to the UK who do not currently need a visa for short stays, or who do not already have a UK immigration status.

People arriving in the UK, including Northern Ireland, need to enter in line with the UK's immigration framework, including obtaining an ETA if required. Check if you need an ETA to travel to the UK and apply on GOV.UK

Northern Ireland ETA factsheet

UK Government

27 January 2025

**Electronic Travel Authorisation (ETA):
Northern Ireland factsheet**

We look forward to welcoming you to Northern Ireland!

- Northern Ireland, part of the UK, is a vibrant and dynamic destination attracting millions of visitors annually.

- To enhance your travel experience, we are making improvements to deliver a more streamlined, digital immigration system which will be quicker and more secure for the millions of people who pass through the UK border each year.

- Here's everything you need to know about Electronic Travel Authorisation (ETA) for Northern Ireland and the rest of the UK.

What is an ETA

- An ETA is a digital travel permission for visitors who:
  - Do **not** currently need a visa for short stays
  - Do **not** already have UK immigration status

Who needs an ETA?

- Eligible non-European visitors need an ETA to travel to the UK, including into Northern Ireland.

- **From 2 April 2025:** eligible European visitors will also need an ETA. They can apply from 5 March 2025.

- **Exceptions:**
  - British and Irish citizens do **not** need an ETA
  - Legal residents of Ireland, from a nationality that does not usually need a visa to visit the UK (e.g. European and US nationals), do **not** need an ETA when traveling within the Common Travel Area (CTA), if they can show proof of legal residency. Full guidance can be found at **GOV.UK**

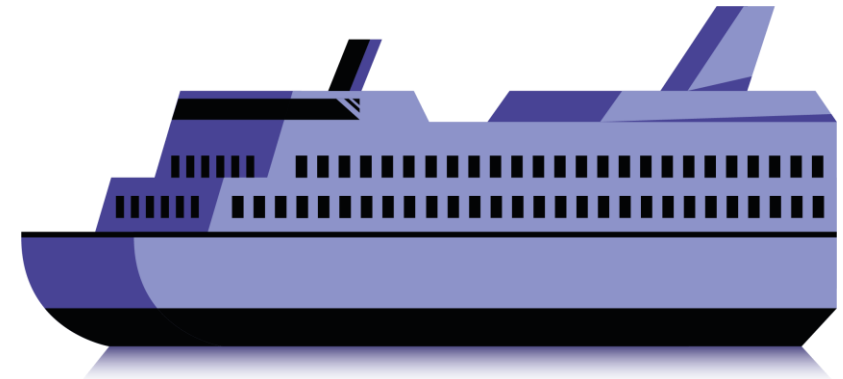- A full list of ETA eligible nationalities can be found on **GOV.UK**

How to apply for an ETA

- Applying for an ETA is quick and simple. The easiest way to apply for an ETA is through the 'UK ETA app', which can be downloaded from the **Google Play** or **Apple App Store**. You can apply on **GOV.UK** if you do not have access to a smartphone.

This factsheet provides a summary of key information about the ETA scheme and how it applies for travel from Ireland into Northern Ireland for use in your own communications, covering:

- Background

- Eligibility

- Non-Irish residents of Ireland

- FAQs

You can download the factsheet here

Social media assets

Static
Download **here**
(Alternate version with UK and
Northern Ireland text available **here**)

People travelling to Northern Ireland without a visa will soon need an ELECTRONIC TRAVEL AUTHORISATION

🇬🇧 UK Government

GIF
Download **here**

Travelling to Northern Ireland?

GOV.UK/electronic-travel-authorisation

Suggested social post copy

✅ If you do not currently need a visa to travel to Northern Ireland, you will need an Electronic Travel Authorisation. Find out more at **GOV.UK**

✅ Eligible non-Europeans visiting Northern Ireland will need an ETA from 8 January 2025. Find out more at **GOV.UK**

✅ Eligible European visitors to Northern Ireland will need an ETA from 2 April 2025. Find out more on **GOV.UK**
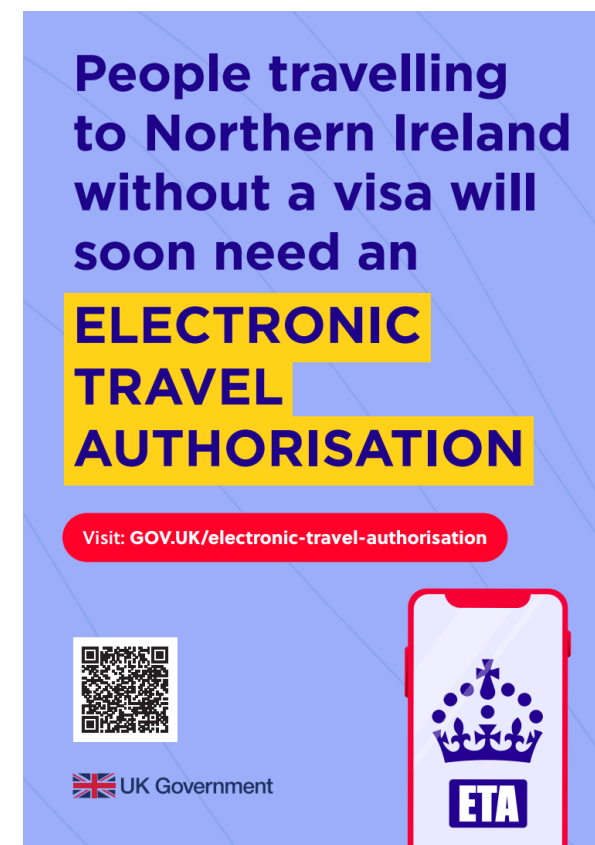
ETA display assets

Digital display
Intended for digital displays such as arrival halls and check-in desks. Download **here**

Printable poster
Intended for placing at locations with high customer footfall. Download **here**

Printable ETA assets

Printable banner

Intended for display in customer facing locations, such as at events. Download **here**

Printable information card

Intended to show to customers who require an ETA. Download **here**
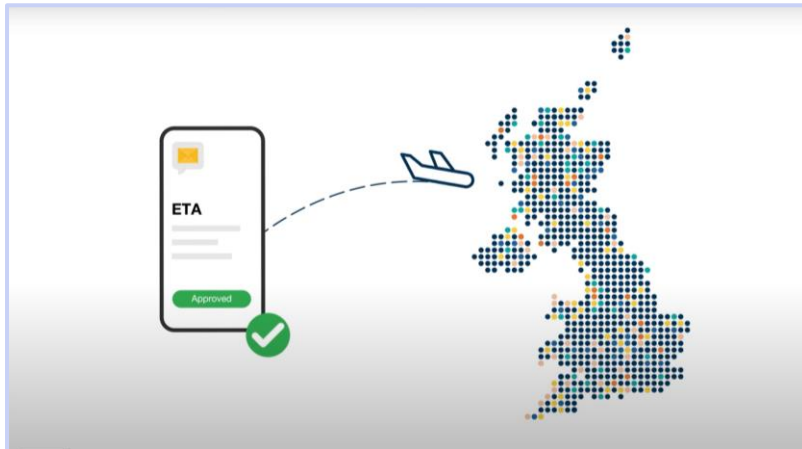
ETA guidance videos

Our **'What is an Electronic Travel Authorisation?'** video provides your audience with a quick overview of the ETA and who will need one.

The video details:
- Who needs an ETA
- ETA validity
- Proof of an ETA
- Entering the UK

Please share with this **link**

Our **'Getting started: applying for an ETA'** video provides customers with a short and simple walkthrough of the ETA application process.

The video details:
- Where to apply
- When to apply
- How to apply
- What applicants receive

Please share with this **link**

ETA GOV.UK webpage

For official updates regarding ETAs we recommend directing your audience to our **GOV.UK guidance page**.

This webpage contains the latest timings, terms and conditions regarding our ETA scheme alongside customer guidance.

Additionally, visitors can subscribe to this page for notifications of the latest updates, allowing you to stay informed.

Your feedback is welcome

We hope this pack makes it easy to share essential information about ETAs with your customers. We will share further communications with you in due course.

We would be grateful for any feedback you have about our partner pack and information regarding communications you deliver about ETAs.

Contact us at **ETAcommunications@homeoffice.gov.uk**

Please subscribe to our ETA information page on **GOV.UK** for the latest updates on the scheme.

Many thanks,

Home Office Communications

UK Government